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*The Wonderful
Everbearing
Strawberry
Progressive*

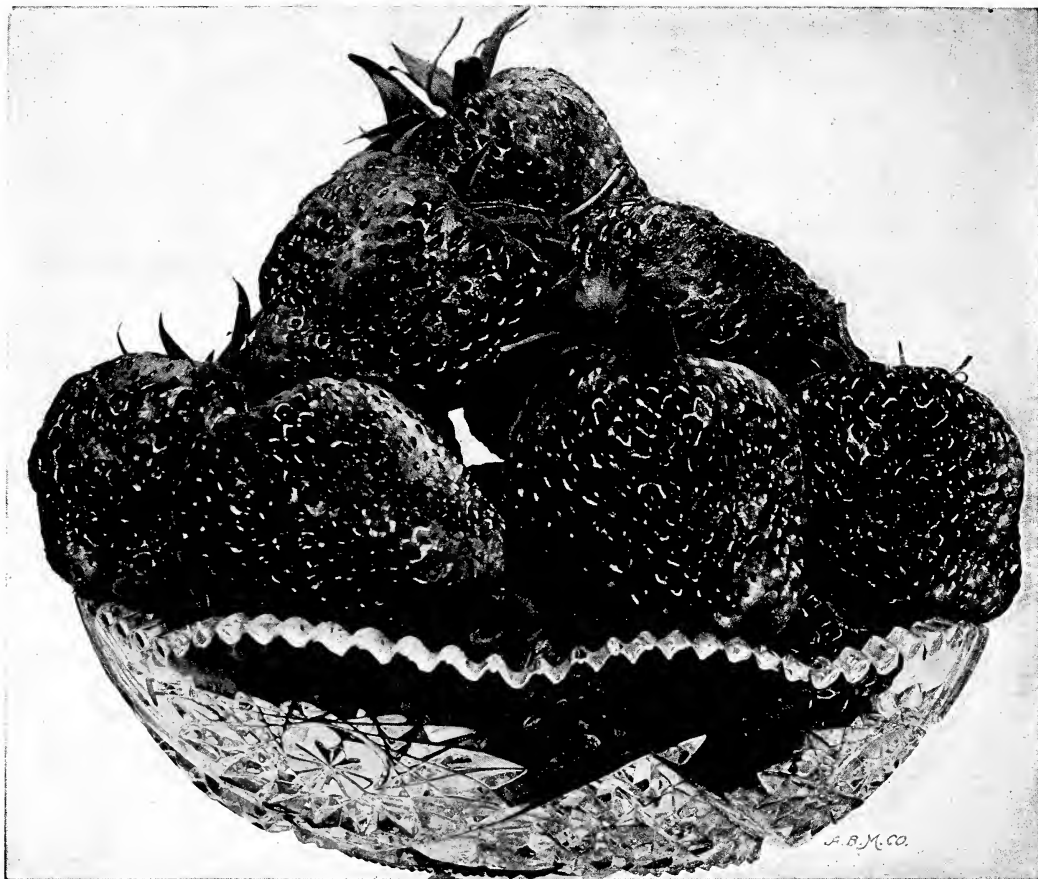
Grow Strawberries for Quick Money

Strawberries, Raspberries, Blackberries

STEVENSVILLE NURSERIES

Catalog for
1920

HENRY EMLONG & SONS
STEVENSVILLE, MICHIGAN



Kellogg's Prize

We have grown this valuable variety for several seasons and find it to be all the introducers claim.

"Kellogg's Prize is unquestionably the heaviest fruiting late variety yet introduced. The berries of Kellogg's Prize are not only borne in large quantities, but are very large and most beautiful, and their quality is ideal in every respect. It has no preference for any particular soil or climate, but produces its customary load of berries wherever it is grown. It is a very strong growing pistillate or female variety, makes a tall foliage which protects the blossoms from frosts and affords shade for the berries. In every way it is a late variety that will win the admiration of everyone who grows it, and we are confident that no variety will make the grower a larger profit than Kellogg's Prize. Growers who started with only a few plants have increased their acreage every year and many now are using Kellogg's Prize as their leading late variety. We are confident that we could do you no greater favor than to urge you to order Kellogg's Prize, whether you grow berries for home use or market." Please note these qualifications:

PRODUCTIVENESS. The vines are simply loaded with berries.

COLOR. A beautiful dark glossy red.

SIZE. One of the largest berries we have ever grown.

SHAPE. Round and regular. Very beautiful.

FRUIT STEMS. Plenty, strong and upright.

We have an excellent stock of these plants and urge you to plant them.

KELLOGG'S PRIZE PLEASE OUR GROWERS.

Henry Emlong & Sons,
Stevensville, Mich.

West Salem, Ill., Feb. 15.

Gentlemen:—Please let me know if you can furnish the following list of plants. We bought plants from you several years ago, and they are all O. K., strong plants and good yielders. The Kellogg's Prize are, we think, the very best we have tried in our 25 years experience, and we are very anxious to get this kind as it seems to be suited to our soil. We have tried most varieties and we know when we have a good one.

Please advise if we can depend on getting the plants.

J. M. LUTHER.



An Ohio "Gold Mine." The money comes quick and the work is pleasant.

To Our Customers and Friends

The time is again at hand when we must lay our plans for future harvests. The Great War came to an end over a year ago and business throughout the country is running along smoothly. The mills and factories are running "full blast" and everybody is getting big money for the effort put forth. During the war we were asked to conserve wheat, meat, etc., many turned to fruit as a substitute for those staples, and in this way fully realized and appreciated the health and food value of fruit. Fruit is a wonderful nerve tonic. Everybody is buying fruit not by the quart or pint, but by the crate to preserve, and a demand has been created that is much greater than the supply. Supply and demand regulate prices and we cannot see anything but success and big profits for the fruit growers.

But, we must use good judgment in the selection of plants, as our success or failure depend largely on the plants we set. The price of fruit is high, labor, fertilizer and land, are also high. You can not afford to experiment with worthless plants as the loss of one crop of berries will amount to perhaps \$1,000 per acre not including the cost of labor, fertilizer, etc.

We can help you get started right in the "berry business." We have had nearly forty years experience growing strawberries and discovered long ago, that certain qualities were necessary in order to produce more than an average crop. Every grower of fruit, either for home use or market wants good fruit, the kind that gives satisfaction and commands top prices. By careful selection of plants for our propagating beds, and by growing them on good, strong soil, we have succeeded in eliminating many undesirable qualities, and by using our plants you have pretty good **crop insurance**. However, you must do your part as the finest plants will not give satisfaction without proper handling and care.

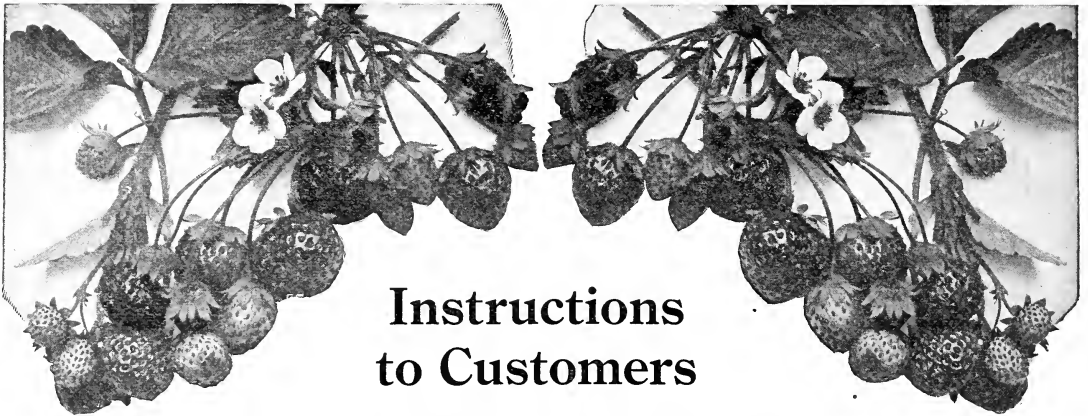
We are located in one of the greatest fruit producing centers in the United States. Our long experience and natural advantages enable us to grow plants of the strongest vitality and productive ability. Our climate, abundant rainfall and long

season combine to produce fine plants. However, nature cannot do it all, and we have discovered many things that are necessary to get the plants to you in good condition. They must be handled carefully in the field, well cleaned and properly packed or they will be worthless when they reach you. We hire competent help to assist us but we are right on the job, to see that the work is done right, and are glad to say that we seldom receive a complaint. Small orders as well as large receive our careful attention. When you send us your order, whether it is for 100 plants or 100,000, your best interest becomes our interest, and we will do all in our power to make the deal pleasant and satisfactory.

We take pleasure in presenting our new catalog, and take this opportunity to thank our many customers for the many orders sent us. We note with pleasure that our customers order year after year. We give them good plants and a square deal. Good plants is our cheapest advertisement, our business doubles every year, our customers tell their neighbors about the good plants they received from us, and when that neighbor needs plants we get his order, of course. We shall always send you good plants as we know that is the only way we can hope to have a continuance of your confidence.

We feel that we are doing you a real service when we urge you to grow berries. May we not help you to grow good fruit, the kind that commands top prices. We know that our old customers will buy their needs of us this season, and to those who have never dealt with us we especially request your orders that we may have the pleasure of sending you some of our big, healthy plants, the kind that give satisfaction. Make out your order as soon as you decide what you want as late customers will be disappointed owing to scarcity of plants and large demand. The quality of our plants was never better than this year, and we want your order, and know we can please you.

Yours very truly,
HENRY EMLONG & SONS.



Instructions to Customers

When writing please sign your name plainly. Be sure to give your Postoffice, County, and State every time you write.

When ordering please use order sheet and return envelope, fill out carefully and much delay and trouble will be avoided. All orders are acknowledged immediately upon receipt. If you don't hear from us in a reasonable length of time, write again.

References.—As to our reliability, we refer you to the Postmaster, Express agent or any business man of Stevensville, or Bridgman, Mich. Also the Union Banking Co., or Commercial National Bank of St. Joseph, Mich. When writing to any of the above, please send self addressed, stamped envelope for reply.

How to Send Money.—By check, bank draft, express money order, postoffice order or registered letter.

Terms.—Our terms are invariably cash with order, or part cash and balance any time before shipment. Those wishing to order early may remit one-third of the amount. We will then book the order and they will be assured of getting just what they want.

No order booked for less than \$1.00. We can not make C. O. D. shipments; our prices are low and to keep them low we must make the cost of handling them just as low as possible.

Substitution.—We do not substitute one variety for another without your permission. When ordering late in the season, we may be sold out of the varieties you order, and it will facilitate matters if you give second choice. Remember that we will not substitute unless absolutely necessary, and we always label true-to-name.

Packing.—Our packing is done in the best manner possible, slatted crates and baskets are used for the strawberry plants, and we use plenty of damp moss. Our plants are packed right and they will reach you in good growing condition, if received in a reasonable length of time. No extra charge is made for packing, or packages.

Shipping Season.—Our shipping season usually commences about the first of April and continues until May 20. **WE WILL SHIP NO STOCK IN THE FALL.**

Methods of Shipment.—Express is by far the safest and best way to have plants shipped. They will make fast time and as they are shipped in open cars they are pretty sure to arrive in good condition. Plants have a special rate of 20 per cent less than merchandise.

Parcel Post.—Strawberry plants in small quantities can be sent by mail if desired. We make an extra charge of 20 cents per 100 plants to cover extra cost of wrapping and postage.

Complaints.—If any, must be made immediately upon receipt of goods.

Guarantee.—We guarantee every plant we ship to be just as represented in this catalog, free from disease, true-to-name, and strictly first class in every particular. The plants are packed in the best manner possible and delivered to the carrier in good condition. Should the crates or packages arrive in poor condition, or if they fail to arrive in a reasonable length of time, refuse them and enter claim against the company with your agent.

Conditions of Sale.—While we exercise the best of care in having our plants true-to-name, mistakes will occur. With a large business we can not personally do all the work. We are always ready and anxious to correct our errors, and want you to write us if not entirely satisfied. It is mutually agreed that we are not to be liable for more than the price paid by you for the plants.

It is as much to our interest as to yours to have our plants prove satisfactory to you; our success depends on your success, and it is up to us to treat you in a way that will make you remember us when in need of more plants.

Order Early.—It is really to your interest to order early, as all orders are booked in rotation. You cannot afford to be without a patch of berries. Prices are high and will continue so. We were compelled to return a number of late orders last season. Strawberry plants are scarce this year. There is bound to be a large demand, and those ordering late are liable to be disappointed. **ORDER YOUR PLANTS AS SOON AS YOU RECEIVE THIS CATALOG.** Those ordering in January and February will find full stock and will be assured of getting what they want.

One-third cash will book your order, balance any time before shipment.

In case you receive more than one catalog, we will appreciate the favor if you will hand one to your friends who might be interested in good fruit plants.

Photographs.—Send us a picture of your berry patch or field. We will select the best and show them in our 1920 catalog, and will pay \$5.00 each for all used. Photographs should reach us by October 1st, 1919. Would also like to have some statement as to your success, to accompany photograph.

CERTIFICATE OF NURSERY INSPECTION. No. 3219.

This is to certify that I have examined the nursery stock of Henry Emlong & Sons, Stevensville, Mich., and find it apparently free from dangerous insects, and dangerously contagious tree and plant diseases.

This certificate to be void after July 31, 1920.
East Lansing, Mich., October 1, 1919.

L. R. TAFT,
State Inspector of Nurseries and Orchards.



Tractors, Trucks, and Other Up-To-Date Equipment Help Us to Grow Good Plants at Low Cost.

Good Plants Insure Good Crops

Our Location

We are located in one of the greatest fruit producing centers in the world. We have the natural advantages to produce **STRONG, HEALTHY** and highly productive plants.

GOOD SOIL.

GOOD CLIMATE.

ABUNDANT RAIN-FALL.

LONG GROWING SEASON.

These are all important factors in helping us to produce strawberry plants of the highest quality. Doesn't it seem reasonable to you that a plant will do much better for you when grown on soil that is especially adapted to its growth, than plants that are produced by the excessive use of fertilizers?

Our soil is a rich sandy loam, that produces vigorous, strong, heavily rooted plants of the highest productive ability. We can safely guarantee them to please you and produce big crops of extra quality berries.

Natural advantages alone are not responsible for the fine quality of our plants. We have learned many things in our thirty-five years experience that are essential in growing a paying crop of berries.

Protection in Winter

This is another important factor in helping us produce good plants. Our plants are never exposed to the freezing, zero weather as they are abundantly covered with snow during the winter months. This gives them natural protection and they come out in the spring with nice green leaves, responding readily to good treatment.

We Grow Our Own Plants

We grow our own plants and this means a great deal to the purchaser. Although we grow many acres of them they are given the very best care possible, and our continuous cultivation contributes largely to the highest state of maturity which our plants attain. We know that we can give our plants a more binding guarantee than would be possible if we depended on other growers for our plants. Please remember that every strawberry plant purchased from us is grown on our own rich ground, under our personal supervision, and you can bank on it that you will receive nothing but strictly first class stock.

Strong Plants

In order to produce plants that are all large and strong it is necessary to give them plenty of room for proper growth. You know that if a lot of plants are crowded in an acre of ground, the result will be that you will have a lot of weak, inferior plants as they will crowd each other too closely. We place our plants far enough apart in the rows to insure them plenty of room and the result is that we get every plant to reach its highest state of maturity. Is it not clear to you, Mr. Fruit Grower, that these are the kind of plants you need to start you properly in the berry business? We could grow the other kind if we thought we could expect your future orders by doing so. We know that our future success depends wholly on our customers' satisfaction, and needless to say we will go the limit in providing you with plants that will guarantee your future orders.

OUR GUARANTEE.

We guarantee every plant we ship to be just as represented in this catalog, free from disease, true to name, and strictly first-class in every particular; if found to be otherwise we will refund your money or duplicate the order. It is mutually agreed that we are not to be responsible for more than the first cost of the plants. We know that our plants will please you and we want your order.



Reproduction of photo of our Strawberry Plants. Note the strong root system and healthy foliage. Plants like these are pretty good crop insurance and will start you to success.

Big Quick Profits

The best advice we can give anyone, with a piece of land at their disposal, is to PLANT STRAWBERRIES. There is more profit in an acre of Strawberries than in any other crop you can grow. The work is pleasant and so profitable that it seems unnecessary to urge their growth, but for the benefit of those who have never grown them we will say that if they desire some easy money, early in the spring, all that is necessary is a good patch of berries.

There is no plant that adapts itself to all soils and climates so readily as the strawberry. It is grown with success in every part of the United States. It requires very little experience to become a successful strawberry grower, and the only cash outlay required is for the plants. They should be strong, productive plants as your success or failure depends on their quality.

The strawberry is the first fruit to ripen in the spring and the source of much joy and profit to the lucky owner of a good patch.

Take for instance a few rows in your garden. You will be surprised to find how much you can save on your grocery bill by having plenty of fresh strawberries. Not only will you save on the fruit you usually buy, you will eat more strawberries and you will have them in abundance, thereby doing without many of the things you usually bought.

By buying varieties of different seasons, including the ever-bearers, you can have strawberries every day in summer and winter. In case you have more than you can use yourself, you can easily dispose of the surplus to your neighbors or in town, as there is always a large demand for home-grown berries.

Buy Your Plants Where Strawberries Grow Best

In our thirty-five years of experience in the berry business we have never failed to grow a big, paying crop of strawberries. We are located in the great FRUIT BELT of MICHIGAN, where natural advantages, such as IDEAL SOIL, PER-

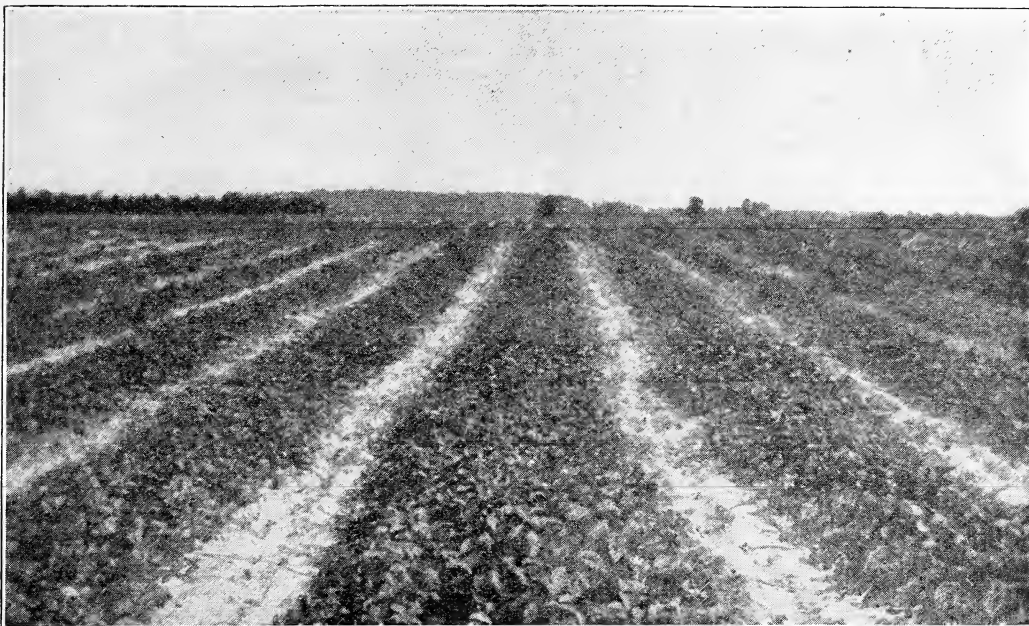
ECT CLIMATE, ABUNDANT RAINFALL and many other conditions enable us to produce STRONG, THRIFTY PLANTS and consequently PROFITABLE crops of strawberries. It is an assured fact that where any particular crop reaches its highest state of perfection, and is grown with the least trouble, that is where you can secure the plants of the most productive nature. Our ideal conditions therefore enable us to produce a strain of plants second to none in matter of stamina and productiveness. They are hardy and have the vitality to produce strong healthy patches of berries with the highest productive ability.

Our Service

When you send us your order, large or small, you can be assured that your best interests will receive the same careful attention that we would want were we ordering plants from you. Our long experience is back of every plant we ship. We have discovered that certain qualities are necessary in order to produce better than an average crop. It is our desire to please our customers, and with this thought foremost we spare no labor or expense in growing the best plants that can be produced. Growing plants is a business, not a side line, with us. We grow plants for the plants alone, and dig up the whole row, assuring you of the heaviest rooted and strongest plants in our fields.

We want to supply growers who appreciate good plants and fair treatment. To those who are not acquainted with us, we especially solicit your orders this season, that we may become better acquainted in a business way. We assure you that we will do all in our power to make the deal pleasant, profitable and satisfactory. Remember that with the high cost of labor, fertilizer, etc., it is more important now than ever before that you get plants of the highest productive qualities, as the cost of growing them is the same, whether they yield 200 or 400 crates per acre.

If we can be of service to you in any way, we are glad to help, and are always ready to answer questions.



One of our big fields which will be dug to supply our customers this year. We dig the whole row, and send you the best we can grow.

The High Cost of Advertising

It is our object to grow the best plants that can be produced, always making quality the first consideration; next, to make our prices as low as possible, consistent with quality. We do not try to grow our plants with no work or attention; this would certainly be poor economy. You can not grow a good crop of plants unless you keep the ground stirred and the weeds down. We give our plants plenty of work, and the result is that our plants are large and healthy as we keep them growing all through the season.

We do try to make the cost of selling our plants just as low as possible, and we find that by merely listing our plants in our catalog, and not using expensive advertising space, we can save you from 25 to 40 per cent on plants.

We know that our plants are just as healthy and productive as can be grown, and we would be justified in carrying large advertisements in all the papers, telling you about their wonderful qualities. It would probably be of value to us, but would make it necessary for us to greatly increase our prices, and would be no help whatever to the quality of our plants. We do not carry large advertisements and the saving is yours.

Satisfied Customers—Best Advertising

We find that by giving our customers **GOOD PLANTS, A SQUARE DEAL and PROMPT ATTENTION**, they will become our regular customers and not only that, but will recommend us to their friends, and this is certainly the best advertisement any business can have. We always strive to give our customers **BETTER QUALITY and BETTER SERVICE** than they expected possible, and in this way we are assured of their future orders, and liberal recommendations to their friends. We certainly appreciate these liberal recommendations, which have resulted in the large increase in our business, and to prove it we will strive to give even better quality and service than ever before.

A large number of our orders are received from parties who state that they were advised to buy from us, by one of their friends who had bought from us and knew the high quality of our plants. This business comes to us with no other expense than the mailing of our catalog. It is the result of a little extra care taken to please our customers.

Remember that the big catalogs and advertisements do not increase the quality of the plants; you pay for them and get nothing in return.

Description of Varieties

We are asked to economize in every way we can. We are making our catalog just as small as possible, but at the same time we are not leaving out anything that will be of interest to you. We have tried to give you the main points in culture, and our descriptions of the various varieties are as we have found them when grown by us. We wish to emphasize the fact that we are listing only the varieties that we have found to be profitable with us. It does not pay to grow a variety merely because it produces a few extra fancy berries. To grow a profitable crop, it is essential that you get the berries early and just as long as you can. They must be of good appearance, firm and of good quality. We have selected our varieties with these points in view. It is to our interest as well as yours that you get started right. When you order plants you want those of the highest productive ability and we will not recommend a variety that cannot be grown profitably.

Fresh Dug to Every Order

There are no storage cellars on our farms and our plants are fresh dug for every order. As our plants are grown on our own farms, we are not dependent on the other fellow's leisure to get our plants out. We dig them from day to day as needed and your orders are filled promptly with strictly fresh dug stock.

Our Packing

This is really the most important factor in getting your plants to you in good growing condition. We are very careful about our packing, doing all we can ourselves and employing experienced help to assist us. We see to it that the plants are packed **JUST RIGHT**, not too tight or too loose, or too wet or dry. We use plenty of damp moss and light slatted crates for the strawberry plants. We are glad to say that we seldom receive a complaint regarding our packing.

All packages and packing free of charge; our prices are net.



A strawberry garden will greatly increase the appearance and value of your home, besides supplying all the fruit you can use. The surplus can be sold at fancy prices.

Old Reliable Varieties

In our thirty-five years' experience we have grown and tested several hundred varieties of strawberries. We will not list worthless varieties and give them high-sounding names and misleading descriptions and offer them to the growers at so much per plant or per dozen. In many plant catalogs you will find nearly a hundred varieties and all of them are claimed to be the best or as good as the best. This is very misleading to the growers and a lot of them are sure to be found worthless or nearly so. We have discarded worthless varieties and are listing only about twenty varieties. We do not claim that they will all do well in all parts of the country, but they are all reliable, standard varieties and if given half a show will return handsome profits. We are not selling get-rich-quick schemes, but are offering you some of the best plants it is possible to grow.

Neither are we selling you three or four dollars worth of pedigree with every thousand plants. We will back our plants to be just as large, healthy and productive as any plant grown. We will guarantee them to produce as many quarts of berries per acre as any plant you can buy if given the same care. Good strong plants are what produce the berries and not the "pedigree." Our plants are grown far enough north to harden them well and they will stand hardships and unfavorable conditions as well as any plant grown, and they will also respond to good treatment as they are highly productive. When you buy of us you pay for good strawberry plants and not "pedigree," nor expensive advertising campaigns.

Our Everbearing Varieties

We are listing only the Progressive and Superb fall-bearing varieties, as we have found them to be the best of any we have tested. We cannot urge you too strongly to include them in your order as no garden or farm is complete without these wonderful berries. We have been growing them for the past seven years and our faith in them is becoming stronger each year. Can you imagine anything finer than having fresh strawberries all summer and fall? They are easily grown, heavy

yielders and will be a big item in reducing your grocery bill. The fruit sells readily at fancy profits to the owner of a good patch.

Plants Properly Cleaned

Properly cleaning the plants is a very important factor in getting the plants to you in good condition. We pay our help good wages for cleaning and bunching our plants. This is done in the best manner possible under our own personal supervision. All the dead leaves and runners are trimmed from the plants; this makes planting much easier, and the plants will reach you in much better condition if properly cleaned. The dead leaves and runners would cause the plants to heat if shipped a distance.

We see to it that the plants are not exposed to the sun and wind, and also that 25 (generally more) strong healthy plants are put in every bunch.

Plants True-to-Name

We personally superintend the planting, digging, packing and shipping of our plants, and will guarantee our plants to be just as represented in our catalog, free from disease, true-to-name and strictly first class in every particular. When you order plants you want just what you order, and you must rely on the dealer's honesty to furnish it. You have no way of telling what you have until it bears, and it certainly is a disappointment to give plants a year or more of care, and then discover that you have some worthless variety of no value. We look at every transaction from our customer's standpoint as well as our own.

We know how disappointing it is to get "stung" as we ordered several thousands of the fall-bearers from a grower when they were first introduced, and they turned out to be worthless June varieties. It is not the first cost of the plants that counts so much, but you are also out all the work you have given them, the rent of the ground and also a crop of berries the next season.

We take extra precautions to have our plants true-to-name.

\$1,000 per Acre

One thousand dollars profit per acre can no doubt be made on strawberries and a profit of four or five hundred dollars is very common. The price of fruit was never as high as right at the present time, and we wish to urge our readers to plant all the fruit they possibly can. Prices are bound to continue high for years to come. There is more profit in an acre of strawberries, than any other crop you can raise, and the work is both pleasant and profitable.

Although it is impossible for one to know to what extent their berry patch will pay them, it is an assured fact that good soil, well prepared and healthy, productive plants are pretty good insurance of a profitable crop. The cost of producing your patch is just the same whether the yield is 1,000 or 6,000 quarts per acre. Owing to the high cost of labor, fertilizer, etc., it is more important than ever before that you buy good, strong, healthy and productive plants. We can supply this kind and it is the best crop insurance available.

Testimonials

The testimonials appearing in our catalog are a few of the many we received this season. These testimonials are unsolicited, and they will tell you about our plants and the satisfaction they give. We are always glad to hear from our customers, and will consider it a favor if you will send us a statement of your success with our plants.

Photographs

We will consider it an especial favor if our customers will send us photographs of their strawberry fields (large or small). Our object is to select the very best photographs for use in our catalog, and it is important that they be clear, and properly photographed. The picture should represent a field grown from our plants, and a statement of your success should accompany it. We will pay \$5.00 for each picture used in our catalog. Photographs should reach us by October 1st.

More Than One Catalog

If you should receive more than one catalog please hand one to any of your friends interested in fruit plants. You will be doing them a favor as well as us.

Order Early

Send us your order for plants as soon after receiving this catalog as possible. We will book your order for one-third cash, and you may send balance when you want plants shipped.

All orders are booked in the rotation in which they are received, consequently the earlier you order, the surer you will be of getting what you want. We acknowledge all orders as soon as received.

We want your order this year in January and February. It will greatly help us to have your order then as we have so much to look after in March and April. We want all who can to grant us this favor; it will be deeply appreciated.

As a special inducement to order early we will allow a 5 per cent cash discount on all orders amounting to \$2.50 or more received before March 1st.

Selecting Varieties

While there are a few varieties such as Dunlap, Gibson and a few others that are universal favorites, most varieties have their own particular climates and soils, which are especially adapted to them.

If you are in doubt as to what varieties you should plant, we are always ready to give our advice. Merely tell us whether your soil is clay or loam, and we will give you a list of varieties that

will prove most valuable to you. Your success in a large measure is dependent on the varieties you grow. Our success depends on your success, and we will do all in our power to make your strawberry crops profitable and satisfactory.

When Plants are Received

If your ground is not in condition for planting or if the weather is unfavorable for planting, care for plants as follows: Open the packages, take out one variety at a time, open the bunches and spread the roots thinly along the side of a shallow trench, then cover the roots with dirt not higher than the crown of the plant. Select a cool shady place if possible. If the ground is dry sprinkle well with water and keep moist until ready for planting. If cared for in this way you can keep the plants for several weeks. They will throw out fibrous roots and be in excellent condition for planting. If you can plant them in two or three days it will be unnecessary to heel them in as we pack them carefully and unless delayed on the road they will arrive nice and green, and you can keep them in a cellar or any cool place a few days. **BUT ALWAYS OPEN CRATES OR PACKAGES AS SOON AS POSSIBLE.**

Mating Varieties

Strawberry plants are divided into two classes, namely, staminate and pistillate.

The pistillate varieties are self fertilizing and can be grown successfully with no other varieties.

The staminate varieties are imperfect and must have a row of some pistillate variety of same season, set every third row to properly pollenize the blossoms.

The pistillate varieties are marked (P) in price list and staminate or imperfect varieties are marked (IMP).

Preparing the Soil

In planning your strawberry field, you should be careful to select a field where the air has plenty of circulation. If possible select a rich eastern slope, this will assure early berries.

This ground should be plowed as early in the spring as possible, do not plow when wet. Plow deep and work up well with spring harrow or disk. If the soil is rough or lumpy it should be rolled or floated until it is well pulverized.

Fertilizing

Clover or Alfalfa sod land is an ideal bed for strawberries, but should be well pulverized and worked up before planting. You cannot get your ground too rich for strawberries. Where good stable manure, well rotted, is available, we recommend it as superior to any other fertilizer you can use. The manure should be applied at the rate of about 20 tons to the acre. This should be applied before plowing, but can be used to advantage after the plants are set.

Setting the Plants

First, be sure that your soil is in good condition. We always go over our land with a spike-tooth harrow before planting as this tends to level the ground and loosen the soil. For marking we use a hand marker, marking three rows at a time. Choose a day if possible when there is no wind and right after a little shower. A common garden spade may be used for making the holes, which is done by giving the spade a slight backward and forward movement, being careful not to loosen the soil. The hole should be wide enough to readily receive the plant and a little deeper than the plant requires. The roots should be straight down and slightly spread, this will give them more moisture and they will start right off. Be careful to get the plants at the proper depth; have the roots in the ground but do not cover the

crown. The crown is the heart of the plant, and it must be where it can breathe and draw its oxygen from the air. Do not make a number of holes ahead of the setting as they will soon dry out. The plants should be carried in a pail as this keeps the sun and wind off the roots.

Cultivation

Cultivation should commence immediately after plants are set and continued throughout the growing season. Cultivate shallow and not too close to the plants as this will disturb the new roots. Proper cultivation is essential for several reasons; it keeps the weeds down and preserves moisture that can be drawn upon during a drouth. Do not cultivate your berries when the soil is wet, but keep at them when conditions are favorable. Once a week is none too often and you will be well paid for every hour's work given your berries.

Different Systems

There are several different systems by which strawberries are grown. The matted row, the hill, the single-hedge and double-hedge are the principal systems. The hill system which is carried out by growing only the mother plant, keeping all runners off, is preferable for those wishing to grow fancy berries.

The Matted Row

This is the system most widely in use and we recommend it as the most profitable for the commercial grower. The rows are set four feet apart with the plants 18 to 24 inches apart in the row. All young plants are allowed to take root, and if conditions are favorable you will have a fine fruiting row. This is the most simple method of culture and the one most widely in use.

Removing Blossoms

As soon as the blossoms appear on the new set plants they should be removed. This is nice work for the children and a sharp instrument should be used. Do not pull them off or you will loosen the plant. You cannot expect the mother plants to make proper growth if allowed to fruit. It is too much of a strain on them and the result will be that you will have a poor patch, if the fruit stems are not removed. It is only a couple of hours work to remove the blossoms from an acre of plants, and you will be well paid for your trouble.

Mulching

As soon as the ground commences freezing in the fall, it is necessary for you to mulch your strawberry beds if the ground is of a nature that is liable to heave during freezing and thawing weather.

The best mulch is hay or straw, and this should be applied lightly over the entire row. When growth starts in the spring this mulch should be removed and can be left between rows if desired. This will hold moisture and keep weeds down.

Free From Disease

A certificate of nursery inspection accompanies each shipment, and this assures you of good, healthy plants.

Premiums

The low prices at which we are offering our high grade plants, prohibits free premiums. Our customers want good plants, as cheaply as they can get them; poor plants are high at any price.

From a Few of Our Satisfied Customers

Colling, Mich., May 26th.
I received the Everbearing plants in fine shape and they were certainly fine plants. The best in every way I have ever received and I have had from a number of Nurseries, and I will certainly recommend them to anyone who wants Everbearing plants. I will want more in the Spring and I will certainly send to you. Last spring I got 1,000 from ——— and just 250 plants lived.
G. C. H.

Eaton, N. Y., May 19th.
Received the Progressive yesterday. They were fine and several plants had blossoms.
A. J. T.

Princeton, Mass., March 29th.
Find enclosed order for Progressive plants. I advise everyone to send to you for plants. They seem to be afraid they won't live coming so far. I tell them I get my plants there and such plants as you send out are bound to live if taken care of and have any show at all.
H. J. T.

Goshen, Ind., March 25th.
We bought some Everbearing plants of you last spring and they done fine. We had all the berries we could use until late in the fall. I wish to plant more this spring. Please send catalog.
J. W. G.

Ontario, Ohio, February 19th.
Please send me 100 of your Everbearing Strawberry plants, the Progressive. I have about 50 of them. They were bought of you last year. I think the berries are just wonderful.
MRS. C. E. A.

Oregon, Mo., April 16th.
We received the strawberry plants ordered of you, yesterday in good condition. The Kellogg's Prize and Gibson were very fine indeed. We have bought plants of you for several years and have been well pleased.
J. H. B.

Ft. Wayne, Ind., April 17th.
Strawberries and Raspberries arrived in very excellent shape. Thanks for good count.
S. A. H.

Baggs, Wyo., Sept. 30th.
The strawberry plants you sent us last spring were fine and have done well. We are looking forward to a choice lot of berries.
A. B. H.

Winchester, Va., April 4th.
The plants received. They were fine and in fine condition. Finished setting them out before a rain and they are doing fine.
O. C. M.

Downing, Mo., April 11th.
Am enclosing my check in payment for the following plants. My uncle of this place advised me to order from you and I would get a square deal.
N. L. C.

Wrights, Pa., April 15th.
Enclosed find order for plants. The plants bought of you last spring were O. K. and are coming on fine this spring.
C. E. C.

Lincoln, Ill., April 11th.
The plants arrived in fine shape. Would like to have three thousand more if you can ship them at once.
J. C. L.

Hanover, Kans., April 11th.
I received my order of strawberry plants this P. M. all O. K. Plants in good condition. Thanks for same.
S. J.

North Manchester, Ind., April 14th.
Enclosed find check for more Gibson plants. I received the others all O. K. and they are as fine as I ever received from anyone. I am well pleased.
W. G. H.

Richview, Ill., April 8th.
Received all of the 12,400 plants that I ordered from you and will say that careful packing of same made them arrive in fine shape.
J. R. M.

North Stonington, Conn., Feb. 17th.
I have your catalog for which I thank you. It has the right ring to it. I am acquainted with nearly all the varieties you list and I know they are all of the very best.
C. E. C.



A Thoroughbred Progressive Plant in Full Fruit.

Everbearing Strawberries

We have been growing the Everbearing Strawberries for the past six seasons, and the past season has proven beyond all doubt that they are with us to stay. Nearly every one of our customers ordered them last season, and we have received reports from our customers in all parts of the country telling us about the complete satisfaction they are giving.

Although we have greatly increased our acreage of the Everbearing varieties each season, we have never been able to supply the demand. They are being grown more extensively each season, as the growers become better acquainted with the wonderful possibilities of these varieties.

Progressive

This variety is head, neck and shoulders ahead of any other variety, either standard or fall-bearing in matter of productiveness. In appearance the fruit closely resembles the Dunlap. It is similar to Dunlap in quantity and cannot be surpassed for flavor.

The plants are of a healthy green color, deep rooted and medium in size. We do not hesitate to urge you to grow Progressive, and if grown properly for the fall crop, you can make more money from one acre, than from any other variety, either standard or fall-bearing.

Superb

The Superb is without a doubt the largest and best looking variety yet introduced. It is not as productive as the Progressive the first fall, but is a heavy yielder in the spring, and will also bear the fall of the second year.

The berries are extra large and fancy, and of good quality. It commands the highest price on any market. Many growers receive 50 cents per quart for them, where a fancy trade is supplied.

On account of its high flavor the Superb is one of the best berries for table use or for preserving or canning.

Bear Fruit in Four Months

It is not necessary for you to wait a year or more for your returns. The Everbearers bear fruit the same summer they are planted and never fail. A crop failure is impossible. Frost cannot hurt them, as they throw out a new supply of blossoms continuously.

Best Growing Method

We recommend the hill system as the most profitable method of growing. You cannot expect to produce a lot of plants and also a big crop of berries. All the runners should be cut off the Everbearing varieties as fast as they appear. This will throw the vitality into the plant and your berries will be much larger.

Preparing the Ground

Prepare your ground the same as for any other strawberry plants. It is necessary that your soil be rich and well prepared. The Everbearing varieties are not difficult to grow, but they will pay you well for any special care. Plant and cultivate the same as standard varieties and keep all runners removed, also the blossoms until July 15th. After this you may leave the blossoms alone and prepare to harvest your crop of berries in a month to six weeks and continue until snow covers them up. Here in Michigan we always have strawberry shortcake for our Thanksgiving dinner, and you can do the same.

For field culture we recommend planting the Everbearers, with the rows 42 inches apart, and 12 to 14 inches in the row. For garden culture



Superb Strawberries.

where it isn't necessary to cultivate with horses they may be planted with the rows 18 to 24 inches apart.

For Home Use

There is really no excuse for planting anything but the Everbearing varieties in the garden. They have an excellent flavor and cannot be surpassed for preserving. They are extra early, early, late and extra late all combined. The new set plants will commence bearing in August and will continue till winter. They will also bear in the spring, and again the following fall. However the best crop is produced the fall following planting, and a new supply of them should be planted every spring.

If a late frost happens along about the time your standard varieties are in bloom, you are out a crop of strawberries for the whole season. This is where the Everbearing varieties emphasize their real worth. If they are frosted as late as July it does not hurt them a bit, as they go right along producing a big crop of berries, as though nothing had happened.

Hardy and Productive

There are no varieties of strawberries that will stand extreme weather conditions with the Everbearing varieties. On our farms they have withstood six weeks without a rain and continued to bear heavily all through the drouth. They will do the same for you, and this should convince you of their real worth.

The Everbearers and especially the Progressive are highly productive. We have picked as many as 48 nice berries from one plant at a single picking and the plant was still loaded with green berries and blossoms. A single plant will no doubt bear several hundred berries throughout a season. This no doubt is a strong statement, and seems an impossibility to those not acquainted with these wonderful berries, but the real worth of them cannot be appreciated until you see them in fruit. Our advice is to order at least a thousand of them this season, if you cannot use all the fruit you can easily dispose of the surplus at fancy profits. Many of our customers report they are receiving 35 to 50 cents per quart for their berries this fall. We are offering our real true-to-name plants at a reasonable price.

Have You Been Stung?

The one thing above all others that has led a lot of people to think that fall-bearing strawberries were a fake, is the fact that the plants have been so scarce that some dealers have substituted spring bearing varieties or worthless fall-bearing varieties for the really good, heavy producing kinds. We cannot see their object in doing this as it only hurts their trade, certainly to a greater extent than their few dishonest dollars will help them.

We have a fine supply of them and we know that our stock is genuine. Our plants came direct from the introducers. Our Fall-bearing varieties produce big crops of berries for us and they will do the same for you.

The plants cannot be sold as cheaply as other varieties as they do not produce as many plants. We are offering them to you just as low as we possibly can. When you order Fall-bearing plants from us you will get them, or your money will be returned. We have never been able to fill late orders for them, and advise you to order immediately.

Caution

The price of real productive Everbearing plants will never be cheap. The cost of production is so much greater than with the other varieties, that the growers must be careful in buying their plants. Our soil must be rich, all blossoms must be removed and must be given continuous cultivation.

Your success depends on the following factors: You must have good plants, rich soil, cultivate continuously, remove all runners, remove blossoms until July 15, if possible give them soil that is rich and moist, but not wet and soggy.

The Everbearers are as easily grown as any other strawberry, and every farm and garden should have them to be complete.

Satisfied with Everbearers

Our Everbearing plants are real true-to-name Everbearers, and we are producing evidence that they give satisfaction by giving you a few abstracts from letters from our customers who have received them.

Iowa, April 20.—The progressive plants arrived in fine shape. They are fine plants and in good condition.

New York, July 5.—The Everbearing plants purchased in the spring have grown fine. Not one lost of the 900.

Ohio, April 10.—The Superb received today. They are the strongest and best rooted plants I have ever received. They were in good condition, although on the road eight days.

Indiana, Sept. 7.—Your plants are certainly real Everbearers. Have been picking berries for three weeks, and the plants are still loaded with green berries and blossoms. You can look for orders from my friends next spring.

Nebraska, April 20th.—You certainly can deliver the goods, as the 6,000 Progressive arrived today. They were just as green and fresh as they could be. If they don't grow it will be no fault of yours.

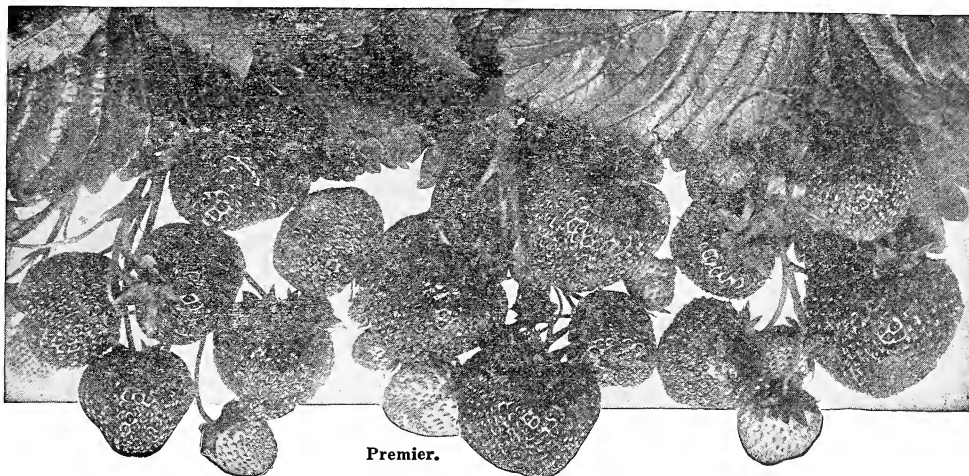
Wisconsin, May 1st.—Plants arrived O. K., strongest Progressive plants I have ever seen. Good plants and good count. Many thanks.

We have received many letters like those shown above and it is the best proof we have to offer, that we can give you the real true-to-name Everbearers.

We list only the two varieties as they are by far the best of any we have grown. If we find any better we will be glad to recommend them.

Belleville, Wis., July 19th.
The Progressive plants bought of you in the spring have done fine. They were excellent plants. C. E. M

Janesville, Wis., April 17th.
Shipment of 4,000 Superb arrived in good condition. They were the strongest and best rooted plants ever received. N. C. K.



Premier.

General List of Varieties

We are listing only the varieties that have proven their value. Owing to the high cost of labor, etc., it is essential that you grow varieties that you can rely upon to produce a good crop of berries. Your success depends largely on the plants you buy. They must come from soil that produces strong, healthy and productive plants. We have this kind, and want your order. You will be assured of getting some of the finest plants it is possible to grow.

Our variety descriptions are a little shorter than in the past. The facts about them are told honestly and you can rely on them.

Look over our list, select what you want and send us your order NOW. The earlier the better, and the more sure you will be of getting what you want.

Early Varieties

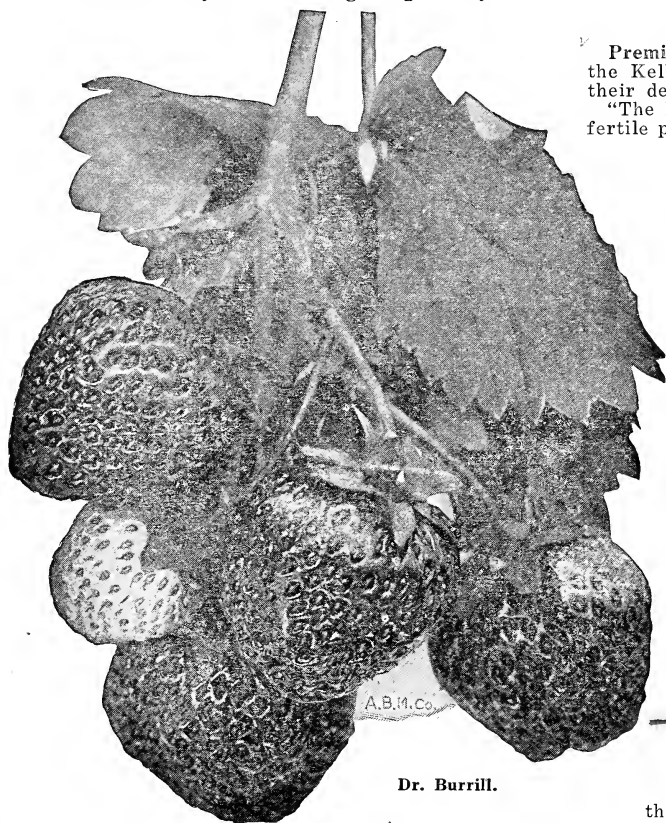
Premier.—This early variety was introduced by the Kellogg Company. We are giving a part of their description.

"The Premier is an early bisexual, very rich in fertile pollen. The fruit begins ripening with the earliest varieties and comes into full fruit with the early varieties, and continues to fruit until the latest varieties are at their best. The Premier berries are much larger than those produced by any other early variety. The fruit is deeply and richly colored and very firm, which makes it a splendid shipper. As to productiveness, no other early variety equals it, and the quality of the fruit is simply superb. It succeeds in all climates, and the fruit commands the highest prices on all markets."

We have fruited this variety one season and find it to be the very best early variety we have ever grown. Our supply of plants is very limited, in this variety and we urge you to order early.

Charles I.—This is another extra good early variety. It is more widely grown than any other early variety, and has given satisfaction wherever grown. The plants are large and healthy and very productive of high quality fruit. The berries are extra large, and very firm making it valuable as a long distance shipper. A strong fertilizer, and an excellent variety to grow with the mid-season pistillates. We have a good supply of these plants and hope to supply the demand.

Campbell's Early.—A new variety that promises to become popular. It is a strong healthy grower, deep rooted and produces fruit of excellent quality and flavor. The fruit is much better colored than most early varieties.



Dr. Burrill.



Gibson.

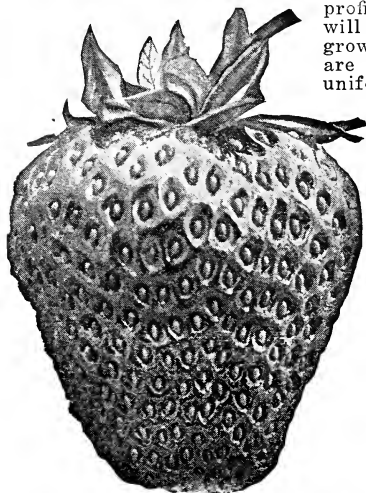
EARLY VARIETIES—Continued.

Bederwood.—An old variety that has stood the test of years. It is a splendid grower, very deep rooted and makes a large fruiting row. Fruit of good size, light red color, medium firmness and good quality. It is one of the best drouth resisters in our list, and will do better than any other variety on poor soil. A very good pollenizer for Warfield, etc.

Mid-Season Varieties

Dr. Burrill.—This variety is claimed by some to be superior to Dunlap. We have fruited it for two seasons, and find it to be a very profitable variety. The plants are larger than the Dunlap, the berries are larger and it is very productive. Every grower should order them as it is a very

profitable variety and will do well wherever grown. The berries are very large and uniform in size and shape. Foliage is large, dark green, very hardy and healthy. With its extra long, strong roots it is an excellent drouth resister, and will produce a paying crop of berries, even under adverse conditions.



Haverland.

Haverland.—An old pistillate variety that is very popular in all parts of the country. Will

do its best on rich, sandy soil. The plants are large, strong and healthy and very deep rooted. Fruit of extra good quality, light in color, very firm and will stand long distance shipping. Berries are conical in shape and are produced in large clusters, very easily picked.

Helen Davis.—A good drouth resister, and very prolific of large berries of good quality, uniform in shape and size. Plants are very healthy and make a good fruiting row.

Warfield.—A variety that has been grown extensively for the past thirty years. A good pistillate variety and when grown with Dunlap makes a combination that is hard to beat. It is particularly adapted to canning, as the fruit retains its fine color and delicious flavor. Its yield of fruit is enormous, extra quality; unexcelled for shipping.

Gibson.—If restricted to one variety this is the berry we would tie to. It is immensely productive of the finest fruit—LARGE SIZE, UNIFORM SHAPE, EXTRA QUALITY, FINE FLAVOR, and in fact this variety seems to contain every requirement necessary for a profitable berry. The plants are large, very strong and EXTREMELY PRODUCTIVE. In fact we know of no variety that will produce more quarts of berries per acre than the Gibson. The best advice we can give our customers is to plant Gibson. It is giving satisfaction in every part of the country. We have a fine stock of these plants.

Senator Dunlap.—This variety is so well known that we will not give it a lengthy description. It is the leading cropper wherever strawberries are grown. It does well on all soils, in all climates, and the most convincing proof that it is a wonderful berry lies in the fact that it is more extensively grown than any other variety. We have a large supply of these plants but have never been able to fill late orders.

Glen Mary.—A very popular variety owing to its heavy yields of large, dark red berries. As a shipper it is second to none, commands highest prices as it is a very beautiful berry. It is a good drouth resister and very valuable to growers having limited rainfall.

Late Varieties

✓ **Kellogg's Prize.**—We have grown this variety for five years, and our faith becomes stronger in it each season. It is without a doubt the most profitable extra late variety we have ever grown. This is a strong statement as we have grown many good varieties in our thirty-five years experience. It is fast becoming a universal favorite and our customers in all parts of the country report big yields and profitable crops from this variety. Besides being wonderfully productive the fruit is very attractive, being large, uniform in size and of rich color. The flavor is ideal making it equally valuable for home use or market. The plants are large and healthy, deep rooted and very hardy. You will be safe in planting Kellogg's Prize for your late crop as they are sure croppers.

Our stock is genuine and we can save you money on real true-to-name plants.

✓ **Aroma.**—We have never been able to supply the demand for Aroma plants. Pretty good evidence that it is a berry in large demand. The plants are healthy and strong growers. The fruit cannot be beaten for quality and it is produced in abundance.

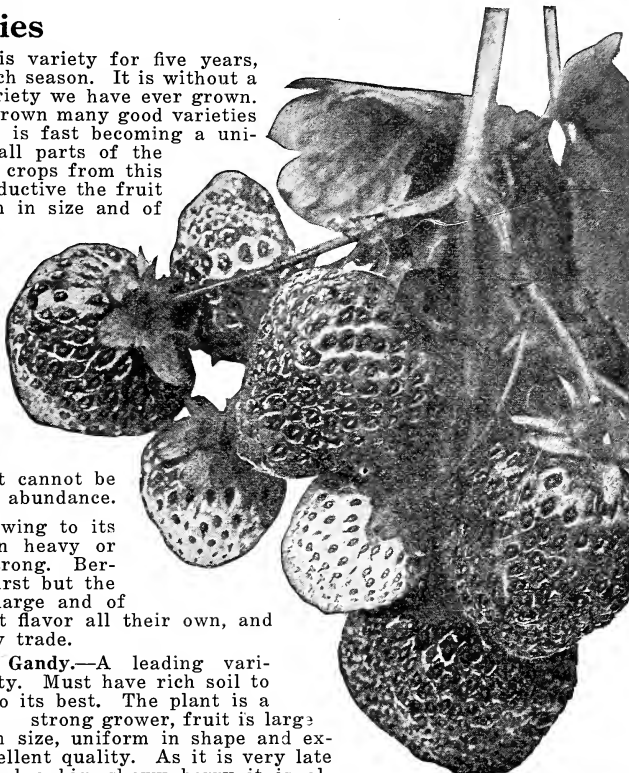
✓ **Wm. Belt.**—A very popular variety owing to its good shipping qualities. Does best on heavy or clay soil. The plants are large and strong. Berries are inclined to be mis-shapen at first but the majority of them are perfect, extra large and of good quality. Have a peculiar, distinct flavor all their own, and are in demand for home use and fancy trade.

✓ **Gandy.**—A leading variety. Must have rich soil to do its best. The plant is a strong grower, fruit is large in size, uniform in shape and excellent quality. As it is very late and a big, showy berry it is always quoted at the highest price on all markets. Include Gandy in your order; they will make your season longer. Our stock is excellent.

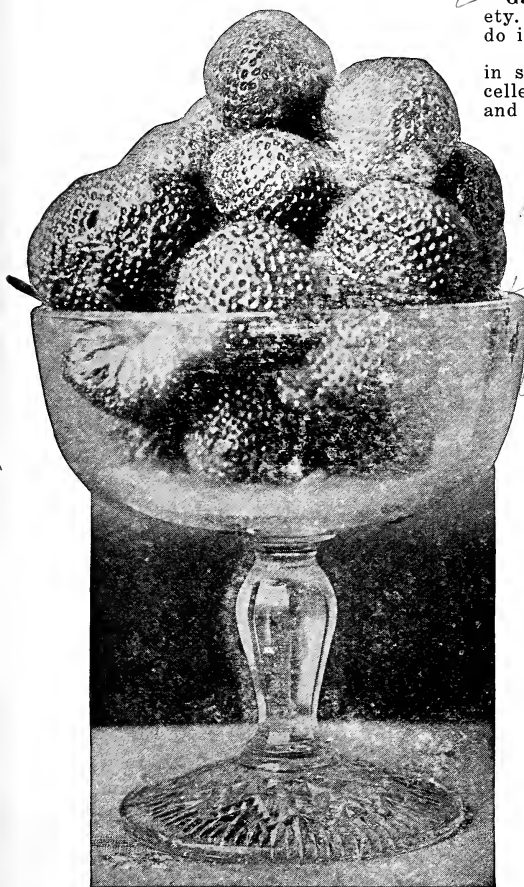
✓ **Bubach.**—Plants grow strong and are very productive. Fruit large and handsome, uniform in shape and color and moderately firm. Does its best on heavy soil, and is a valuable variety for near markets.

✓ **Sample.**—This is another profitable late variety. It produces a heavy crop of very fine, showy berries. Unsurpassed for quality and flavor. Foliage perfect; fruit perfect. You will like Sample and they will make big money for you.

✓ **Joe Johnson.**—A variety recently introduced in the East. It promises to become a leading late variety. You will make no mistake in planting some of the Joe Johnson, as it is a profitable variety. It is a very strong grower making a good row of plants, very productive of good quality berries.



Aroma.



Gandy.

Mallet Creek, Pa., May 27th.

I ordered 2,000 Strawberry plants, they came through in nice shape and were the strongest plants I have ever seen. I want you to send 500 to my brother in Canada, he says he always gets such poor plants, but I guess he hasn't tried you. C. F. A.

Barrington, Ill., July 30th.

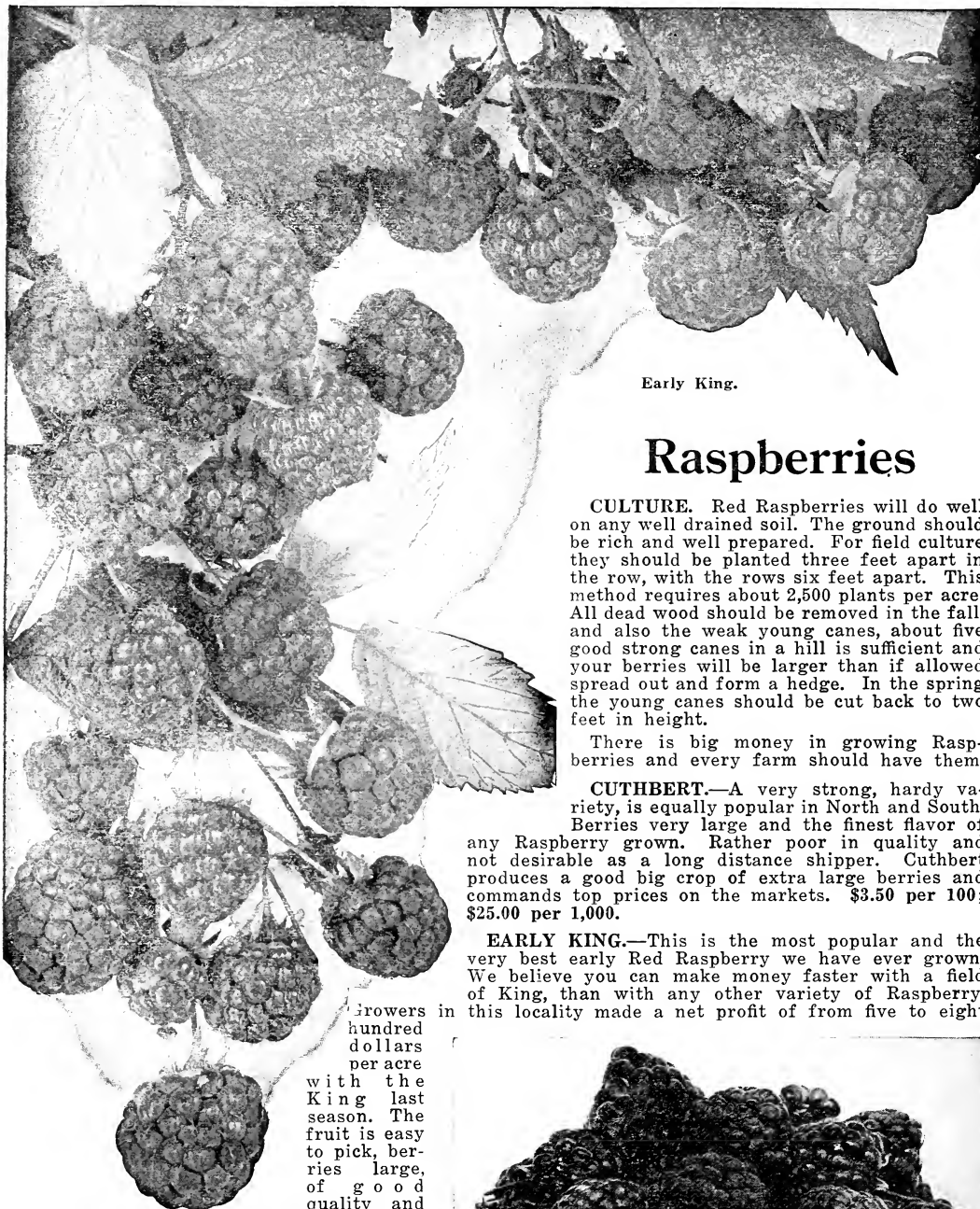
I must write and tell you about the Gibson plants I bought of you two years ago. They are certainly the best bearing variety I have ever grown. I counted 24 well formed berries on one stem, and I think that was going some. Have made a lot of money from my berries this season. H. S. C.

Marion, Ind., April 18th.

The strawberry plants arrived in splendid condition. Thank you very much for the extra ones. If you continue such treatment, I will surely patronize you and recommend you to my friends. G. E. M.

Mishawaka, Ind., April 10th.

Received plants on 22nd in fine shape. Sorry to have bothered you with other letter as I feared they would be worthless when they did come. Your excellent packing saved them. F. S. K.



Early King.

Raspberries

CULTURE. Red Raspberries will do well on any well drained soil. The ground should be rich and well prepared. For field culture they should be planted three feet apart in the row, with the rows six feet apart. This method requires about 2,500 plants per acre. All dead wood should be removed in the fall, and also the weak young canes, about five good strong canes in a hill is sufficient and your berries will be larger than if allowed spread out and form a hedge. In the spring the young canes should be cut back to two feet in height.

There is big money in growing Raspberries and every farm should have them.

CUTHBERT.—A very strong, hardy variety, is equally popular in North and South. Berries very large and the finest flavor of any Raspberry grown. Rather poor in quality and not desirable as a long distance shipper. Cuthbert produces a good big crop of extra large berries and commands top prices on the markets. \$3.50 per 100; \$25.00 per 1,000.

EARLY KING.—This is the most popular and the very best early Red Raspberry we have ever grown. We believe you can make money faster with a field of King, than with any other variety of Raspberry. This locality made a net profit of from five to eight

hundred dollars per acre with the King last season. The fruit is easy to pick, berries large, of good quality and flavor. King

is a very desirable variety for long distance shipping as it will hold its color and firmness longer than any variety grown. Red Raspberries brought \$5.00 per crate on the Chicago market last season and we advise that you plant a good field this spring. Price, \$3.00 per 100; \$20.00 per 1,000.

ST. REGIS.—This is the new Everbearing Red Raspberry. It will give you a good crop of berries early in the season and the young canes will bear another crop in the Fall. It is the most wonderful of all Red Raspberries, the fruit is excellent in quality and flavor and very large. Canes stocky, of



Cumberland.

large growth with an abundance of foliage. We have a fine supply of plants and urge our customers to order enough at least for home use. Everybody relishes the delicious Raspberry. Price, \$4.00 per 100; \$35.00 per 1,000.

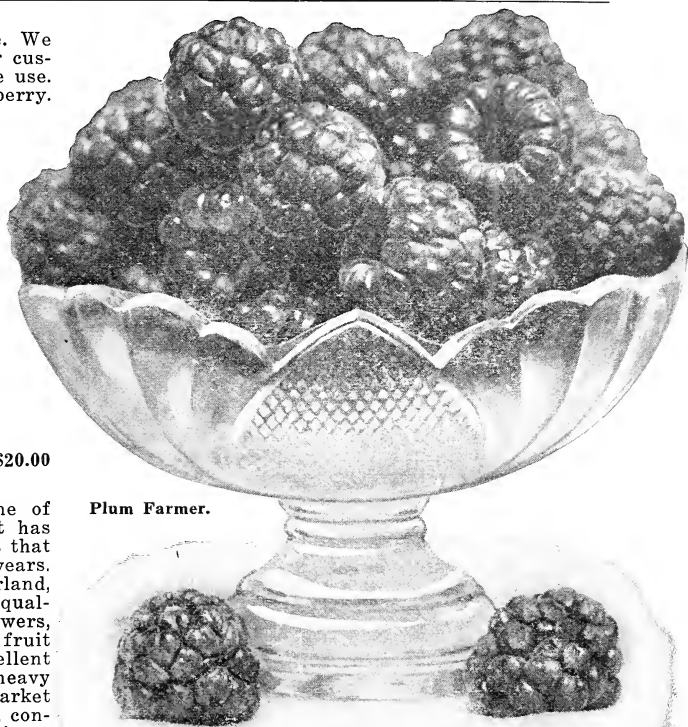
Black Raspberries

CUMBERLAND.—The "Business Black Cap." Biggest black raspberry grown. Cumberland is offered with the full assurance that it is the best variety we have grown, and we recommend it as equally desirous for home use or market. Because of its great size, excellent flavor and great productiveness it has long been one of the leading varieties. Cumberland is very hardy, and is grown in the Northern States with great success, has never been known to winter-kill. Fruit is jet black and extra fine quality. It is a mid-season variety and has a long fruiting season. Price, \$3.00 per 100; \$20.00 per 1,000.

PLUM FARMER.—Although this is one of the newer introductions in blackcaps, it has come rapidly to the front, and we predict that it will be the leading variety in a few years. It is somewhat earlier than the Cumberland, the berries are large in size, excellent in quality and flavor. The canes are strong growers, hardy, and produce a very large crop of fruit which is matured quickly. It is an excellent variety for home use and market. The heavy shipments of Plum Farmer are on the market when the Cumberland are getting started, consequently bringing good prices. You can't go wrong by planting Plum Farmer. Price, \$3.00 per 100; \$20.00 per 1,000.

COLUMBIAN PURPLE CAP.—This is the best of the purple caps. A very hardy, vigorous and productive variety. The fruit is very large, conical in shape, color dark red, bordering on purple. This variety has a distinct flavor and is the most desirable table berry of the Black Raspberry family. There is nothing finer grown for table use and if you have no purple raspberries on your place you should order enough at least for home use. Our word for it, you will be pleased. Price, \$4.00 per 100; \$30.00 per 1,000.

FOR COMPLETE PRICE LIST SEE PAGE 16.



Plum Farmer.

Blackberries

ELDORADO.—This is one of the most profitable varieties of Blackberries under cultivation today. It is extremely hardy, having withstood a temperature of 26 degrees below zero. A very strong grower, stocky canes, and very productive of large jet black berries, flavor excellent, making it a very desirable variety for home use. There is nothing in this world quite as good as blackberry pies and jam, and if you are without Eldorado blackberries you are really missing something good. It is also very profitable commercially as it is a heavy yielder and good shipper. Price, \$4.00 per 100; \$30.00 per 1,000.

MERSEREAU.—This early, mammoth, ironclad Blackberry is by far the most valuable variety that has appeared since the advent of Wilson, over 30 years ago. It originated in Northwestern New York, where the mercury falls from 15 to 25 degrees below zero, and where it has stood in open field culture for many years without the slightest protection, never being injured in the least.

In quality, it is exceptionally sweet, rich, melting and luscious, being without core. The canes are of exceedingly strong, upright habit, attaining upon fairly good soil a height of 8 feet, if permitted to grow unchecked, and are so stout as to always remain erect; foliage large, deep green, abundant and entirely free from blight or rust. Its season is early to midseason. A standard variety. Price, \$4.00 per 100; \$30.00 per 1,000.

BLOWER.—A very large Blackberry of finest flavor and jet black color. Look as large as Dewberries. The canes grow upright and are perfectly hardy. This variety is one of the most productive in cultivation, begins ripening in July and continues until September. It always sells for highest market price. Price, \$4.00 per 100; \$30.00 per 1,000.



Eldorado.

Price List of Plants for 1920

As we do not spend a lot of money for advertising, we can save you some money on good plants. Our plants are all strong and healthy as we give them plenty of room to develop. The photographs of our plants and fields shown in this catalog will show you the quality of our plants. No better plants can be grown, and plants like we grow are pretty good insurance of a big, profitable crop of berries. Read the testimonials appearing in our catalog; they will give you an idea of the service and quality we give.

Varieties marked (P) are perfect, and will do well if grown alone.

Varieties marked (IMP) are imperfect flowering varieties, and must have some perfect variety planted with them to produce a crop.

50 plants of a variety at hundred rates. 300 of a variety at 1,000 rates.

Strawberries

| | Per 25 | Per 100 | Per 1000 |
|-----------------------------|-----------|------------|-------------|
| Aroma (P) | \$0.35 | \$1.00 | \$ 8.00 |
| Bederwood (P) | .25 | 1.00 | 5.00 |
| Bubach (Imp) | .40 | 1.25 | 8.00 |
| Charles I (P) | .35 | 1.00 | 7.00 |
| Campbell's Early (P) | .35 | 1.00 | 7.00 |
| Dr. Burrill (P) | .35 | 1.00 | 6.00 |
| Gibson (P) | .35 | 1.00 | 6.00 |
| Glen Mary (P) | .40 | 1.25 | 8.00 |
| Gandy (P) | .35 | 1.00 | 7.00 |
| Haverland (Imp) | .35 | 1.00 | 7.00 |
| Helen Davis (P) | .35 | 1.00 | 5.50 |
| Joe Johnson (P) | .35 | 1.00 | 8.00 |
| Kellogg's Prize (Imp) | .40 | 1.25 | 8.00 |
| Premier (P) | .40 | 1.25 | 8.00 |
| Senator Dunlap (P) | .35 | 1.00 | 5.50 |
| Sample (Imp) | .35 | 1.00 | 8.00 |
| Wm. Belt (P) | .35 | 1.00 | 7.00 |
| Warfield (Imp) | .25 | 1.00 | 5.00 |

Everbearing Strawberries

| | Per 25 | Per 100 | Per 1000 |
|-------------------|-----------|------------|-------------|
| Progressive | \$0.75 | \$1.75 | \$15.00 |
| Superb | .50 | 1.75 | 15.00 |

Red Raspberries

| | | | |
|------------------|------|------|-------|
| Cuthbert | .75 | 3.50 | 25.00 |
| Early King | .75 | 3.00 | 20.00 |
| St. Regis | 1.00 | 4.00 | 35.00 |

Black Raspberries

| | | | |
|------------------------------|------|------|-------|
| Cumberland | .75 | 3.00 | 20.00 |
| Plum Farmer | .75 | 3.00 | 20.00 |
| Eureka | .75 | 3.00 | 20.00 |
| Columbian (Purple Cap) | 1.50 | 4.00 | 30.00 |

Blackberries

| | | | |
|-----------------|-----|------|-------|
| Eldorado | .75 | 4.00 | 30.00 |
| Mercereau | .75 | 4.00 | 30.00 |
| Blower | .75 | 4.00 | 30.00 |

Order Early, just as soon after receiving this catalog as possible. It assures you of getting just what you want, and is a great help to us in that it gets part of the work out of the way before the busy season.

As a special inducement to get you to order early we will allow a discount of 5 per cent on all orders received before March 15th. ORDER YOUR PLANTS EARLY.

Our Location. We are ideally located to get your plants to you quick and in good shape, as we are only a few miles from Chicago. Our plants for Eastern, Western and Southern customers are sent to Chicago daily in carload lots, and are quickly transferred to all other lines. This assures prompt delivery. Northern shipments do not go through Chicago.

Please hand our catalog to a friend interested in small fruit plants if you receive more than one. We will appreciate the favor.

Middlegrove, Ill., Feb. 22.

I received your catalog a short time ago. I got plants of you three years ago and have had splendid berries.

MRS. L. J. McD.

Morocco, Ind., Feb. 17th.

Please send me your catalog. Plants I got last year done well. I will want more.

R. H. T.

Guelph Ont., Canada, May 14th.

The Strawberry plants arrived O. K. and were the finest plants I ever received from anyone. The roots, also the crowns, were good—showing good attention on your part in raising such stock. In 33 years experience I never from any source got such stock. Hoping you have success in your plant business, as you certainly keep your word in your methods of doing business, I remain,

S. C. S.

Holman, Wis., Jan. 3rd.

The strawberry plants I got from you last spring were fine. They came in good condition as they were well packed.

J. H.

Brownsville, Wis., March 31st.

Let me know if you can furnish these plants. Those I bought of you last year have done fine.

S. E. D.

Fostoria, Ohio, March 15th.

Enclosed you will find check to pay for Gibson strawberry plants. The plants I received from you came in good shape. The roots were fresh and the leaves green, due to excellent packing.

J. W. E.

Shelbyville, Tenn., April 28th.

Shipment of plants received O. K. I thank you very much. I did not expect you to fill the whole order again only the 100 plants that were left out of the first order. However, I am much pleased with the plants and more pleased that you are willing to come clean.

H. M. M.

South Milford, Ind., April 29th.

Received the plants and have them all taken care of. They were a fine bunch.

F. S.

Downing, Mo., May 3rd.

Received my strawberries in fine shape. Never saw finer plants.

N. L. C.

Sutton, Nebr., April 5th.

Will say your plants are just fine, nice young thrifty plants, well grown and full of well formed crowns and plenty of roots.

F. S. J.

Delavan, Wis., May 5th.

The plants were very satisfactory, and I hope to give you a good order next year.

G. H. B.

Stacy, Minn., May 15th.

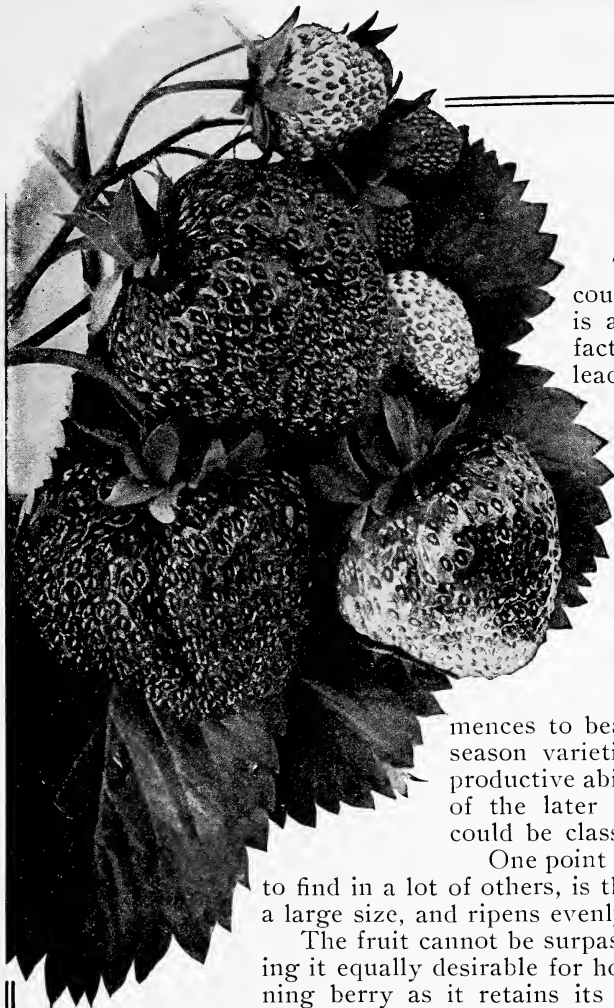
The strawberry plants arrived the 13th, and are in fine condition.

G. W. B.

Castorland, N. Y., May 21st.

Please send the enclosed order at once. I saw some of your plants at a neighbors, and they were the nicest plants I ever saw. That is the reason I am sending to you.

MRS. M. C.



Gibson

This variety originated in this county, and the best proof that it is a profitable variety, lies in the fact that it is fast becoming the leading commercial variety in every part of the country. We cannot say too much in favor of this wonderful Strawberry as it seems to possess every requirement that a universal favorite should have. It has no preference for soils or climatic conditions, is a very hardy grower and seems able to produce a wonderful crop of fruit even under adverse conditions. Gibson com-

mences to bear with Dunlap and other mid-season varieties but owing to its wonderful productive ability continues to bear until some of the later varieties are gone and really could be classed as a late variety.

One point in favor of this variety, and hard to find in a lot of others, is the fact that every berry reaches a large size, and ripens evenly.

The fruit cannot be surpassed for flavor and quality, making it equally desirable for home use or market. A fine canning berry as it retains its color and firmness, also flavor throughout the winter.

In plant growth it cannot be equalled as it is a strong, healthy plant, and produces an ideal fruiting row.

This variety is similar to the old Pocomoke, but is superior as it is a heavier yielder and the vines grow up stronger, affording shade to the mammoth clusters of fruit.

Our advice is that you cannot go wrong by planting largely to Gibson. We have a fine stock of true-to-name plants.

GROWS GIBSON EXCLUSIVELY.

Gentlemen:—I received the 8,000 Gibson plants last night, they are in excellent condition. The plants are even better than those received in the past. You will find that I have bought plants of you for the past five years, and can say that you have always treated me square. Your plants are always well cleaned and I have always found them true to name and just as represented. I now grow Gibson exclusively as it has proven to be better than the Dunlap with me, although I grew that variety for a number of years. The Gibson is a larger berry and I have never had a crop failure with it.

Yours for business,

Illinois, April 5th.

OTTO KRIEGER.

OUR PLANTS FOR HIM EVERY TIME.

Henry Emlong & Sons,
Stevensville, Mich.

Princeton, Minn., May 8.

Gentlemen:—I received the Progressive strawberry plants, also the Cuthbert raspberry plants. They are certainly fine and I only lost five plants out of the 3,000. That is more than I can say about some other plants I got from Michigan the same day. Out of 500 there are only 25 alive. I am not going to give any names, but I got the same dose from him once before. They were dead when I got them as they did not have hardly any moss. You can depend on my orders in the future. I am a dealer here and get all my stock from Michigan.

Thanking you for good plants and fair treatment, I am,

Yours truly,

H. J. LOWELL.



Senator Dunlap

The Leading
Strawberry Throughout
the United States.

This is by far the leading Strawberry throughout the United States. The demand for this wonderful berry has steadily increased since its introduction, and there is a shortage of plants every season. It does well everywhere and produces enormous crops of fine fruit regularly.

Senator Dunlap has a perfect blossom, is hardy, productive, and seems able to produce a good crop under any circumstances. A crop failure with the Dunlap is unknown. Senator Dunlap is a very heavy bearer of large, good shaped fruit of the highest quality, and will bring the top market price anywhere. The flavor is simply delicious. For preserving it is simply fine, as it makes a rich dark red syrup, very pleasing in appearance and flavor. It is a first-class shipper and retains its brightness long after being picked. It always looks well on the market, and sells quickly at fancy prices. The best proof that we have to offer of the universal popularity of this variety is the fact that our customers in every state of the Union are ordering Dunlap in larger quantities.

The demand has never been supplied, and we urge our customers to order their requirements early. We have a fine supply and they will please you.

SORRY THAT HE DID NOT ORDER MORE.

Henry Emlong & Sons,
Stevensville, Mich.

Hartford, Kans.

Gentlemen:—I received the Dunlap Strawberry plants in the finest condition. They were **sure fine, nice and green**, and one plant had a blossom on it. One thing I regret is that I did not order more. I have set thousands of berry plants but none like those were. I want to place my order for fall and spring planting again. I sure praise your plants. I intend talking for your plants now and in the future.

I feel sure of my neighbors ordering with me. Since they have seen the fine plants you sent me they wished they had ordered from you this spring. They say they will order when I do. The plants are coming fine.

Success is yours,

W. F. PIERCE.